



how to
DESIGN A BOOTH

FOR A WHOLESALE GIFTWARE SHOW



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presented by
WHITNEY BURDSALL, NE MADE SHOWS

in collaboration with



nemadeshows.com

what we'll COVER

A well designed booth **makes the difference** between a successful and a not-so-great show.

1. INTRODUCTION

2. OBJECTIVES

3. BEFORE STARTING

4. RETAIL VS. WHOLESALE

5. KEY ELEMENTS

6. DESIGN PROCESS

7. CONCLUSION

Q & A

1

introduction

**WHITNEY
BURDSALL**



LOGISTICS
PRODUCER





Objectives

- Define why booth design is critical for success
- Review key elements of booth design
- Provide real-life examples of successful trade show booths



Why?

- Return on investment
- 5-7 seconds
- Lifelong relationships





3

Before Starting

- Know your story
- Understand your buyer
- Know your product



4

RETAIL SHOW

- Entertainment (Retail therapy)
- Single sale
- One and done relationships
- Counter type/table top displays, craft show style

WHOLESALE

- Work (what will customers want to buy that sells in their shop)
- Ongoing, repeat orders
- Partnerships
- 'Storefront' or boutique booth showcasing how products should be displayed to sell most effectively



5

Key ELEMENTS

for a well-designed booth

DISPLAY SPACE

PRODUCT DISPLAY

LIGHTING

BRANDING

FURNITURE

MARKETING MATERIALS

TECH

PROVISIONS

Display SPACE

Here's what you get!

Note: curtains are **not** weight bearing, booths displays cannot lean on pipe/drape

Note your display needs to fit **inside** the space



Display SPACE

Corner booth



Display SPACE

Quad box – you get 2 outlets,
not 4



Product DISPLAY

- showcase variety of products in organized way
- separate lines
- plenty of 'touch' opportunities



Product DISPLAY

- don't forget flooring



Product DISPLAY

- use all walls
- eye level
- no 'below the belt'



Product
DISPLAY



Product DISPLAY



Product DISPLAY



Product
DISPLAY



Product DISPLAY



Essential LIGHTING

- Biggest mistake newbies make
- Lets the buyers know what's important
- Guides the buyer experience

Lighting
Matters!

See the
difference?!



Essential
LIGHTING

Track
Lighting



Essential LIGHTING

Booth
with
track
lighting



Essential
LIGHTING

Cross
Bar

(for corner
booths)



Essential LIGHTING

Booth
with
track/cross
bar
lighting

(corner
booths)



Your BRANDING

- large format photography
- use lifestyle imagery to identify target consumer
- make sure it's clear what you're selling
- clear, not cute



Your BRANDING



Your
BRANDING



Your
BRANDING



Your BRANDING



Your
BRANDING



Selecting FURNITURE

- Don't block entrance – min of 4 feet
- Use furniture for tucking in marketing materials
- Chair at eye level
- Design workspace



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Selecting FURNITURE



Selecting FURNITURE

- skirted tables



Selecting FURNITURE



Marketing MATERIALS

- have easy access to sell sheets, biz cards



Marketing MATERIALS



What TECH

- bring a thumb drive with extra digital copies of key sales materials
- don't depend on wifi—gets pinched during busy times
- have backup pdfs
- consider if you'll need power



Extra
PROVISIONS



6

Design
PROCESS

1. Start earlier than you think
2. Create a budget
3. Imagine yourself in the booth, where will you stand, buyers enter, write orders, store things
4. Create inspiration boards, notes, pics incorporating key elements
5. Make sketches and paper mockups to scale (remember to size down slightly)
6. Consider weight, storage, ease of transport, tools and time needed to assemble, car space
7. Mark out space in garage/room to scale
8. Build out your booth! Envision yourself as a tough buyer--what will make them stop
9. Edit and improve
10. Practice loading and unloading, make notes
11. Take pictures!
12. Relax, give yourself a high five and get ready for the show!



Conclusion

- Always retain a buyer's mindset--how can you support their success?
- How well you visually tell your story will make the difference in the success of your show, take notes on what works!
- The booth is the stage, but need to shine in attitude and followup to make the sale.

Questions?
THANK YOU 